

JOB TITLE: Event/Visitor Center Coordinator

DEPARTMENT: Salado Chamber of Commerce & Tourism Bureau

DIRECT REPORT: Executive Director

SALARY: \$30,000 - \$35,000, Dependent On Qualifications

DESCRIPTION

The Event/Visitor Coordinator reports to the Executive Director to develop, implement and manage events aligned with Chamber and Tourism goals. This also includes the development of effective events to promote Salado as a destination community.

The coordinator performs key administrative functions and assists with the oversight of the daily, periodic, and seasonal operations of the Visitor Center. Operations include the processes, programs, and staffing decisions to guarantee visitors a pleasant, informative, and positive experience.

RESPONSIBILITIES

Develop annual event plan and budget with appropriate boundaries using previous year's data, marketing team input, and the Bureau's Action Plan.

Effectively market outside the office to build and strengthen relationships with current members and encourage new businesses to be appropriately involved in the events established.

Perform some functions that will occur outside of regular business hours and will include weekends.

Assess and determine the return on investment or activity of individual events using marketing meeting input, member feedback, and other measurable factors.

Assist with bookkeeping/accounting functions as appropriate.

May be called upon to assist with special projects and assume responsibility for the research, development, administration, and promotion of specific projects.

File and track materials as directed.

Direct and coordinate communication and marketing messages both internally and externally to promote Village unity and build team trust.

Drive program changes, updates and refinements in response to the changing requirements of the Village to discuss at monthly meetings and have measurable time goals.

Assist and train Chamber members and volunteers as needed.

Recruit new Ambassadors for the Visitor Center; provide training, set monthly calendar, and host monthly luncheons.

Recruit and organize group tours through local and State organizations and businesses, with the assistance of the Executive Director.

Assist the Executive Director to develop and implement Tourism Venue Master Plan.

REQUIREMENTS

Bachelor's degree or 3 years experience in event planning, hospitality, communications, or volunteer-dependent work environments.

Knowledge of computers; specifically, Microsoft Office, Excel, Power Point, Google Calendar and Outlook. Ability to effectively use social media.

Verbal and written communication skills are paramount both within and outside the organization. Must possess superior customer care skills

Team player when working with Public Relations Specialist and Executive Director as well as externally with members, vendors, community and lodging properties.

Organization, research, and negotiation skills are essential.

Some out of town travel will be required.

Please submit application and resume

in person at: Village of Salado Municipal Building, 301 N. Stagecoach Rd., Salado, TX

or electronically to: vos@saladotx.gov